HOTE

New steel and concrete structure. 350 rooms, 250 connecting bathrooms. Homelike comfort rather than unnecessarily expensive luxury. In center of theatre; cafe and retail districts. On car lines quasferring all over city. . 'ake municipal carline direct . door Motor Bus meets traus and steamers. Hotel Stewart is recomised as Ha-walian Island Readcharters Cable address "Trawets" A L O Code. J. H. Love, Honelwin Representative.

PLEASANTON HOTEL COMFORTABLE STRICTLY FIRST CLASS 50 BATHS O ROOMS

Wahiawa Hotel

Nearly 1000 feet elevation; near depot; grand scenery; fine bass fishing. particulars address E. L. KRUSS, Waliawa. Phone 0893.

SEASIDE HOTEL CHARMINGLY SITUATED AT WAIKIKI Delightful Rooms; Perfect.

HEINIE'S TAVERN Most Popular Beach Resort In the City. Rates that are Right American and European Plan. "On the Beach at Walkiki"



of work Men's Women's and Children's

Manufacturers' STORE

Laundry-Messenger Boy Phone 3461

Distinctive Millinery Creations equaled by no other Honolulu shop, at Miss Powers, Boston Bld.

Silva's Toggery

"THE STORE FOR GOOD CLOTHES" Elks' Building. King Street.

PURE ICE Quick Service Courteous Treatment OAHUICE CO. Phone 1128

pig stock of Drushes for all purposes. LEWERS & COOKE, Ltd.

OTHING COUNTS LIKE ERVICE.—WE GIVE IT. KERSHNER VULCANIZING CO., LTD. 1177 Alakea St. Phone 2434.

McInerny Park Elegant Lots CHAS. DESKY, Agent Merchant, near Fort

MILLINERY

HONOLULU HAT CO. Hotel St., near Bethel

Canton Dry Goods Company

Hotel St., near Bethel St.

You are missing some great bargains if you overlook our Duplicate Christmas Order Sale.

THE IDEAL

CORPORATION NOTICES.

NOTICE

At the annual meeting of the stockholders of the Bank of Hawaii, Ltd. held on January 27, 1916, the following officers and directors were elected to serve for the ensuing year: Officers.

C. H. Cooke President E. D. Tenney Vice-president A. Lewis, Jr.Vice-president and Manager F. B. Damon Cashier G. G. Fuller Assistant Cashier R. McCorriston Assistant Cashier E. B. Clark Assistant Cashier P. G. H. Deverill ... Assistant Cashier A. B. Clark Assistant Cashier Frank Crawford Cashier Lihue Branch

Directors. C. H. Cooke. E. D. Tenney. A. Lewis, Jr. C. H. Atherton. E. F. Bishop. F. W. Macfarlane. J. A. McCandless.

Geo. R. Carter.

R. A. Cooke.

F. B. Damon.

F. C. Atherton. F. C. ATHERTON, Honolulu, January 27, 1916.

ANNUAL MEETING OF THE KOOLAU FRUIT COMPANY, LTD.

In accordance with the Bylaws and by order of the President, notice is hereby given that the annual meeting of the stockholders of the Koo-lau Fruit Co., Ltd., will be held at its office at Iwilei, on Wednesday, February 2, 1916, at 2 p. m., for the election of its officers, reception of annual reports and for the consideration of any other business that may properly come before the meeting. (Signed) K. B. BARNES,

Secretary. Honolulu, T. H., January 26, 1916. 6382-3t

ANNUAL MEETING OF THE AWAIIAN PINEAPPLE PROD UCTS COMPANY, LIMITED.

In according with the Bylaws and by order of the President, notice is hereby given that the annual meeting of the stockholders of the Hawailan Pineapple Products Co., Ltd., will be held at its office at Iwilei, 2:30 p. m., for the election of its officers, reception of annual reports and for the consideration of any other business that may properly come before the meeting.

(Signed) K. B. BARNES, Secretary. Honolulu, T. H., January 26, 1916.

ANNUAL MEETING OF THE HAWAIIAN PINEAPPLE COMPANY, LIMITED.

In accordance with the Bylaws and ing of the stockholders of the Hawai-ian Pineapple Co., Ltd., will be held at its office at Iwilei, on Wednesday, Armory, Honolulu, T. H. February 2, 1916, at 3 p. m., for the election of its officers, reception of annual reports and for the consideration of any other business that may properly come before the meeting. (Signed) K. B. BARNES.

Honolulu, T. H., January 26, 1916. 6382-3t

ANNUAL MEETING.

HAWAIIAN IRRIGATION COMPANY

The Annual Meeting of the Stock holders of the Hawaiian Irrigation o'clock p. m. of Friday, February 11, Company, Limited, will be held at the office of F. A. Schaefer & Company, Limited, in Honolulu, on Friday, Jan-pipe line Wailuku-Kahului Water uary 28, 1916, at 2:00 o'clock p. m. By order of the Directors. G. E. SCHAEFER.

January 18th, 1916. 6374-10t

STATEMENT OF FORMATION OF COPARTNERSHIP.

Notice is hereby given that W. O. Smith, L. J. Warren and E. W. Sutton, all of Honolulu, Territory of Hawall, have entered into a copartnership for the general practise of law under the firm name of Smith, Warren & Sutton, with offices in Rooms 205-10 inclusive, Bank of Hawaii Building, Honolulu. Dated, Honolulu, January 26, 1916.

W. O. SMITH. L. J. WARREN E. W. SUTTON.

PALAPALA HOIKE NO KA HOOHU-IIA ANA MALALO O KEKAHI

Ma kela ke haawiia aku nei he hooapau, Teritori o Hawaii, ua hoohui ae nei ja lakou iloko o kekahi hui no ing. Honolulu, T. H. ka hana lawelawe kanawai malalo o ka inoa hui o Smith, Warren & Sutton, me ko lakou keena oihana ma na all bids. Rumi 205 a hiki i ka 210, maluna ae o MAUI LOAN FUND COMMISSION, ka Hale o ka Banako Hawaii, Hono-

Hapaia, Honolulu, Januari 26, 1916. L. J. WARREN. E. W. SUTTON.

Insurance on all marine risks to Mediterranean ports and through the locke Suez Canal advanced to 10 per cent. and only old customers allowed any insurance. The rate was from % of 1 per cent. to 1 per cent. before the sink- or ing of the Ancona.

Joseph de Bragga, Republican leader | Pul of Queens, New York, having no fear D of the hoodoo before his eyes, requested that he be given No. 13 for his acting touring car,

BY AUTHORITY.

RESOLUTION NO. 405.

Be it resolved by the Board of Supervisors of the City and County of Honolulu, Territory of Hawaii, that the following sums, aggregating Five Thousand Six Hundred Dollars \$5,600. 00) be and the same are hereby appropriated out of all moneys in the Permanent Improvement Fund in the Treasury of the City and County of Honolulu, as advances against the cost of preliminary engineering expense for the following purposes, the same to be refunded out of the moneys to become available therefor from the bonds for said improvements, and to be expended for Salaries, Payrolls and Incidentals, to wit:

Hotel Street\$ 250,00 H. H. Walker Auditor Pauahi Street 250.00 F. C. Atherton Secretary Lusitana Street 300.00 Beretania St., King to Nuuanu 300,00 Beretania St., Alapai to Punahou street 350,00 Punnul Improvement District, 500,00 Smith Street 250.00 Iwilei District King St., Richard to McCully. 500.00 Beach Walk 500.00 9th Avenue, Kaimuki 150.00 6th Avenue, Kaimuki...... 150,00 Bishop Street 100.00 Kapahulu Road 150,00 Manoa Improvement District No. 1 1000.00 deta Improvement of Kalakaua Av. 250.00 last. King Street Extension..... 100.00 Presented by

R. W. SHINGLE. Supervisor. Honolulu, January 8, 1916. Approved this 22nd day of January

D. 1916. JOHN C. LANE, Mayor. City and County of Honolulu T. H.

RESOLUTION NO. 434.

Be it resolved by the Board of Su pervisors of the City and County of Honolulu, Territory of Hawaii, that the sum of Two Thousand Dollars duct. (\$2,000.00) be and the same is hereby appropriated out of all moneys in the General Fund of the Treasury for the following purposes, to wit: Expense Weighing Autos\$ 500

Interest on Registered Warrants \$1,500 Presented by, DANIEL LOGAN, Honolulu, January 26, 1916.

I hereby certify that this Resolution and ordered to print on the following vote of the Board of Supervisors: Ayes: Ahia, Hollinger, Horner, Larsen, Logan, Shingle. Total 7.

Noes: None. Absent and not voting: Arnold Total 1. E. BUFFANDEAU.

Deputy City and County Clerk. 6382-3t

SEALED TENDERS.

Sealed Tenders will be received by the Acting Superintendent of Public by order of the President, notice is Works up until 11 a. m., of Tuesday, hereby given that the annual meeting of the stockholders of the Hawai- Installing Alley Foundations for Three Bowling Alleys in the National Guard

> lic Works reserves the right to reject any or all tenders. Specifications and blank forms of proposals are on file in the office of the Superintendent of Public Works,

The Acting Superintendent of Pub-

Capitol Building, Honolulu, A. C. WHEELER, Acting Superintendent of Public Wks. Honolulu, January 21, 1916.

SEALED TENDERS. Sealed tenders will be received by the Maui Loan Fund Commission, at Wailuku, Maui, T. H., up to 7:30

6377-10t

pipe line Wailuku-Kahului Water Works, Maui, T. H.

Plans and specifications and blank forms for proposals are on file in the office of the Maui Loan Fund Commission, Wailuku, Maui, T. H., and in the office of the Superintendent of Public Works, Capitol building, Hono-

The Maui Loan Fund Commission reserves the right to reject any and MAUI LOAN FUND COMMISSION.

R. A. WADSWORTH, Secretary.

6355-Dec. 27, 29, 31, Jan. 1, 3, 5, 8, 19, 28,

SEALED TENDERS.

Sealed tenders will be received by

Maul, T. H.

INFORMAL SEALED Informal ceived by the of Public W

Home Course in Advertising To be Conducted in this Paper by Alex F. Osborn Instructor in Advertising Buffalo YM CA which School



CHAPTER LXIV.

DETAILS OF A GENERAL CAMPAIGN.

A general national advertising campaign has to do mainly with the creation of demand. Such publicity must reach the consumer, whether it be through street car cards or magazines or newspapers

You have found your product. You have settled your manufacturing problems. You have decided on the method of distribution. You have got your sales organization. After all those big details are settled, you are ready to start on the advertising details at

If you are a big enough organization, you have an advertising manager. He has studied your distribution. He has worked with your sales manager to find out from the salesmen what sort of competition you are up against, what the market is, and what are the possibilities of repeat on your goods. Maybe, then, after you have found out all these different details in regard to your market, in regard to the prospect and in regard to the very product itself-then you can decide on a certain line of campaign to fit in with the conditions which surround your particular problem. Now, if you have not already done so, you will probably call in an advertising agency. An advertising agency is an organization which is supported by the publications, and other mediums. You tell this advertising agent that you have decided that you can afford to spend \$100,000 the first year on an advertising campaign to create a demand for your pro-

Meanwhile, your advertising manager, probably, has a certain plan in mind. The agency looks over this plan. Undoubtedly they suggest changes. They offer amendments based on their experience with other articles, whether similar or otherwise. And then, after all the details of analysis have been settled, you authorize your agency to begin to place your contracts.

For instance, suppose you have decided to spend \$50,000 in street car cards and \$50,000 in newspapers, to comprise 100 different newspapers-an average of \$500 each. The agency will make conpassed First Reading the meeting tracts with those newspapers in your behalf. They agree to use in y, rebruary 2, 1916, at held on Wednesday, January 26, 1916, your behalf so many inches of space in each town. They also make contracts with the street railway advertising companies for a certain number of cards in these certain towns.

If you were to go to these newspapers direct and buy \$50,000 worth of space, it would cost you \$50,000 anyway, and to make these contracts would take a lot of your time. A recognized agency, however, is allowed from 10% to 15% commission by the newspapers on all out of town business secured by the agency. That is where the agency gets its pay. Therefore, as a rule, you can get, without extra expense, the service of an agency, which would mean their counsel in building your plan and their aid in creating your copy and art work, as well as all the clerical labor that is necessary. All this would not cost you a cent more than if you were to try MOVEMENTS OF to place your advertising direct.

So your advertising manager decides, in conference with your agency, on the best course of action. Then they arrange the dates for insertion of the advertisements. If your advertising department simply had to take care of the creation of these few advertisements, in connection with this single campaign, there would not be much need of an advertising department. But, they have a lot more than that to do. They have to get out booklets, for instance, and other follow-up literature-because these advertisements that are to run in the newspapers may have coupons at the bottom of them. Then the readers who are interested in your announcement will write to you and ask for more information. You may have to send them a little sample, and a booklet which will tell why you think your product better than others.

And so, in this creation of booklets and in the execution of this system of taking care of inquiries and sending out that literature and those samples, your advertising department will have a tremendous amount of detail to attend to. In these matters, you cannot expect the agency to help much, except by way of advice and counsel. In the simple conduct of your advertising, there will be enough clerical, art and copy work, so that your agency will make a very small net str. profit on the advertising they place for you.

PASSENGERS EXPECTED

day morning from San Francisco: Sperry, Arthur Holland, Mrs. Arthur Mrs. B. Bernhardt, Mrs. L. Pallette, Holland, Wm. H. Miller, Mrs. Wm. H. Miss Margaret Bossert, Miss Charlotte Miller, A. D. Sullivan, Mrs. A. D. Sul-Bossert, Mr. Bergen, Mrs. Bergen, E. livan Mr. Alden, Mr. Polson, Mrs. McLaughlin, Frederick Bostwick, E. Frank Carter, Mrs. C. K. Averill, Dr. Herman, W. S. Wise, C. M. Solari, Van Valzah, Mrs. Van Valzah, W. W. Mrs. C. M. Solari, James Kirkland, A. Hannan, Mrs. W. W. Hannan, R. A. T. Burnett, E. L. Caum, N. C. Caum, Palmer, H. Francis, Mrs. Erma Allen, Mr. Allison, H. T. Leonard, Mrs. M. Miss I. G. Dozier, Harry Levinson, G. Brenneman, Miss Teresa Morton, Mrs. Harry Levinson, W. G. Taylor, Mrs. W. E. Pridgen, Miss Haher, A. Mrs. W. G. Taylor, F. Fitzgerald, Mrs. the MAUI LOAN FUND COMMIS- H. McAllister, Mrs. A. H. McAllister, F. Fitzgerald, H. H. Clarke, Alfred SION at Walluku, Maui, T. H., up to Miss Annie Diam, Miss Blue, Miss Carter, Mr. Hartwell, Mrs. Irene Hol-7:30 o'clock p. m. of Friday, January Genevieve Gregg, I. A. Atwood, Mrs. loway, W. A. Bissel, Wallace Alexan-I. A. Atwood, Mrs. Rodolph, Miss Hel. der, C. W. Whitelaw, Mrs. C. W. For Road Improvement Haiku-Pau- en Rodolph, Mrs. C. W. Cole, Mrs. C. Whitelaw, Mrs. Alfred Carter, Miss wela - Kuiaha - Kaupakalua District, D. Miller, Mrs. S. C. Castle, E. Fahl- Carter, Allen F. Moore, Mrs. Allen F. green, Mrs. E. Fahlgreen, Mr. Forbes, Plans, specifications and blank C. H. Pearson, Gov. Walsh, Mrs. W. forms for proposals are on file in the A. Barnes, H. L. Morris, O. H. Bos- Hind, Wm. Alexander, H. K. L. office of the MAUI LOAN FUND sert, Perry Herzbrun, Franc Bodelaha, o W. O. Smith, L. J. Warren COMMISSION, Wailuku, Maui, T. H., heim, A. C. West, Mrs. Coulter, Mrs. ame E. W. Sutton, no Honolulu lakou and in the office of the Superintend- C. M. Eyman, Mrs. Jessie G. Schultz. and in the office of the Superintend- C. M. Eyman, Mrs. Jessie G. Schultz, ent of Public Works, Capitol Build- Mrs. John A. Hartford, Mrs. Mary Crandall, Miss K. P. Moore, Miss K. Lacey, Mrs. Claribel Robey, Mrs. Lalah Merriman, Miss Julia Fraser, Mrs. V. White, Mrs. Mary Parkhurst, Miss Adele Wicke, Miss Hazel Titzen, Miss Krust, Mrs. G. E. Esston, Mrs. T. Griffin, Mrs. Frances M. Wetmore, a Miss L. Lally.

|Starr, Mrs. David A. Starr, A. S. Ruhl, Mrs. A. S. Ruhl, Mrs. I. Stern, Mrs. H. Schaffner, Mrs. Newton Ford and Per Matson str. Matsonia, due Tues- maid, Miss Margaret J. Walker, Mrs. Moore and son, Mrs. W. I. Bly, W. I. Bly, Dr. Eastlake, Mrs. Eastlake, Robt. Logan, left Balboa for Honolulu an Castle, Mrs. H. K. L. Castle, Geo. P. Whitelaw, Mrs. Geo. P. Whitelaw.

LEGAL NOTICE

NOTICE TO CREDITORS.

Warren, in the Philippines. Estate of Sophie Hagen. The undersigned, duly appointed ac ministrator with the will annexed of the estate of Sophie Hagen, late of Honolulu, City and County of Honolulu, T. H., hereby gives notice to all persons having claims against said estate to present the same at his for the remainder of January and the place of business, H. Hackfeld & Co., first half of February has been Hays, Ltd., within six months from date or arranged, being, of course, sometimes they will be forever barred. All per- subject to change if sudden arrangesons indebted to said estate are re- ments are made for unexpected mail quested to make immediate settle- service: ment with the undersigned. Dated Honolulu, T. H., January 7, Steamers to arrive from-

of the estate of Sophie Hagen, de- Feb.

6365-Jan. 7, 14, 21, 28, Feb. 4. TAR-BULLETIN GIVES YOU TODAY'S NEWS TODAY.

OCEANIC STEAMSHIP CO.

51/2 DAYS TO SAN FRANCISCO. FOR SYDNEY: FOR SAN FRANCISCO: SierraFeb. Sierra Apr. 17

Matson Navigation Company

C. BREWER & CO., LTD. :: :: :: General Agents

Birect Service Between San Francisco and Honolulu

FROM SAN FRANCISCO: FOR SAN FRANCISCO: S. Matsonia Feb. 1 S. S. ManoaFeb. 1 S. S. Lrriine Feb. 8 S. S. Matsonia.....Feb. 9 S. S. Wilhelmina.....Feb. 15 S. S. Lurline Feb. 15 S. S. Wilhelmina Feb. 23 S. S. ManoaFeb. 22 S. S. Hilonian, Seattle for Honolulu direct, February 5, 1916.

CASTLE & COOKE, LIMITED, Agents, Honolulu

TOYO KISEN KAISHA

Steamers of the above company will call at and leave Honolulu on or about the dates mentioned below:

FOR SAN FRANCISCO: FOR THE ORIENT: Nippon MaruJan. 29 Chiyo MaruFeb. 18 Shinyo Maru.....Feb. 11 Persia Maru.....Feb. 29 S. S. Nippon Maru.....Mar. 22 S. S. Shinyo Maru April 4 S. S. Chiyo Maru Mar. 10

CASTLE & COOKE, LIMITED, Agents, Honolulu

AMERICAN HAWAIIAN S. S. CO. THE PANAMA CANAL LINE A Steamer will be despatched from NEW YORK FOR HONOLULU and Pacific Coast Ports every TEN DAYS via Straits of Magellan. From SEATTLE and TACOMA, S. S. ALASKAN, to sail on or From Portland or to Honolulu, direct, S. S. "Kentuckian," to sail

about February 24. For particulars as to rates, etc., apply to C. P. MORSE. H. HACKFELD & CO., LTD. General Freight Agent.

CANADIAN-AUSTRALIAN ROYAL MAIL LINE

For Victoria and Voncouver: For Suva, Auckland and Sydney MakuraFeb. 4 THEO. H. DAVIES & CO., LTD., GENERAL AGENTS

MAIL STEAMERS

VESSELS TO ARRIVE

San Francisco-Nippon Maru, T. K.

Hilo-Mauna Kea, I.-I. str. Sunday, Jan. 30. Yokohama-Seattle Maru, O. S. K. Molokai, Lanai-Mikahala, I.-I. str. Maui-Claudine, L.I. str. Kauai-Maui, Kinau, I.-I. strs.

Monday, Jan. 31. (No ships scheduled.)

VESSELS TO DEPART Monday, Jan. 31. Maui-Claudine, I.-I. str. Kauai-Maul, I.-I. str. Saturday, Jan. 29. Yokohama-Nippon Maru, T. K. K

Hilo-Mauna Kea, I.-I. str. Sunday, Jan. 30. (No ships scheduled.)

MAILS Mails are due from the following points as follows: San Francisco-Nippon Maru, Jan. 29. Japan and China-Seattle Maru, Jan.

Australia-Makura, Feb. 4. Philippines-U. S. A. T. Sherman, Feb. 6. Vancouver-Makura, Feb. 23.

Mail will depart for the following points as follows: San Francisco-Manoa, Feb. 1. Japan, China and Philippines-Nippon Maru, Jan. 29. Australia-Sierra Feb. 14. Vancouver-Makura, Feb. 4.

TRANSPORT SERVICE

Manila.

Dix, at Manila.

Manila Jan. 25. Thomas, due here Feb. 15 from San Francisco. Sherman, due here from Manila Feb. 6. Sheridan, sailed Jan. 15 for Guam and

Buford, at Cristobal. POSTOFFICE TIME-TABLE FOR MONTHS

The following postoffice time-table UNITED STATES MAIL STEAMERS 15-LurlineSan France

FREIGH TICKET

DO IT ELECTRICALLY

Hawaiian Electric Co.

point on the mainland. See WELLS-FAR-GO & CO., 72 S. King St. Tel. 1818

OAHU RAILWAY TIME TABLE

OUTWARD

For Waianae, Waialua, Kahuku and way stations- 9:15 a, m., *3.20 p. m. For Pearl City, Ewa Mill and way stations-+7:30 a. m., *9:15 a. m., *11:30 a. m., *2:15 p. m., *3.20 p. m. 5:15 p. m., 19:30 p. m., †11:15 p. m. For Wahlawa and Leilehua—*10:20 a. m., †2:40 p. m., *5.00 p. m., *11:00

INWARD Arrive Honolulu from Kahuku, Arrive Honolulu from Ewa Mill and

Pearl City-+7:45 a. m., *8.36 a. m., *11:92 a. m., *1:40 p. m., *4.26 p. m., *5:31 p. m., *7:30 p. m. Arrive Honolulu from Wahiawa and

Leilehua—*9:15 a. m., †1:55 p. m., *4:01 p. m., *7:10 p. m. The Haleiwa Limited, a two-house train (only first-class tickets honored) leaves Honolulu every Sunday at 8:30 a, m., for Haleiwa hotel; returning are rives in Honolulu at 10:10 p. m. The Limited stops only at Pearl City and Waianae.

*Daily, †Except Sunday, ‡Sunday only, G. P. DENISON, F. C. SMITH, Superintendent. Q. P. A. 8-Lurline San Francisco 1-Shinyo MaruSan Francisco 14—SierraSan Francisco 15-Wilhelmina San Francisco 15—Chiyo Maru Hongkong 15—U. S. A. T. Thomas...San Francisco

Steamers to depart for- 30 or 31-Seattle Maru San Francisco 29-Nippon Maru Hongkon

1-Manoa San Francisco. 4-Great Northern...San Francisco 4-Makura Vancouver 6-U. S. T. Sherman, San Francisco 6-Persia Maru San Francisco 8-VenturaSan Francisco 11-Shinyo Maru Hongkong 14—Sierra Sydney 15-Chiyo Maru San Francisco

ALFRED C. HAGEN,

29—Nippon Maru....San Francisco

The Marquis de Castellane, father
of the estate of Sonhie Hagen de:

Sonhie Hagen de: knocked down in Paris by an automo-1-MatsoniaSan Francisco bile as he was coming out of the mili-1—Great Northern...San Francisco tary hospital where he had been work-Makura Sydney ing. Although his injuries were 6-U. S. A. T. Sherman Manila serious, the physicians believed he 8-VenturaSydney Will recover,